

Paris, February 8 2018

Press release

ANTHONY PRALLE JOINS ACTIVA CAPITAL'S INDUSTRIAL COMMITTEE

Activa Capital is pleased to announce that Anthony Pralle, Senior Partner Emeritus of The Boston Consulting Group, has joined its Industrial Committee

Anthony recently retired from The Boston Consulting Group after thirty-six years with the firm. His client base was focused in Consumer and Retail, where he advised multinational, regional and national players in packaged goods, food and non-food retailing, travel and leisure. He has worked extensively for private equity funds on buy and sell-side due diligence as well as with their portfolio companies. Anthony joined BCG in London and moved to Spain in the late 1980s as part of the team opening the Madrid office. He was Managing Partner of BCG's Iberian Peninsular business from 1997-2005 and headed the firm's Marketing, Sales and Pricing practice in Europe from 2007-2016. He speaks fluent English, Spanish and French.

Activa Capital's Industrial Committee, chaired by Xavier Govare, previously CEO of Labeyrie Fine Foods, consists of 15 senior industrialists, including Philippe du Mesnil, former CEO of CEVA Santé Animale.

Charles Diehl, Partner at Activa Capital, said "we are delighted that Anthony will be contributing to our business through his long experience in strategic support for the FMCG and retail sectors in Europe. Many of our portfolio companies are undertaking major transformations as they internationalise and evolve their digital models. Anthony's experience will be very valuable in helping these businesses define their ambitious international growth strategies and client journeys. In particular, Anthony will be working with the management team at our portfolio company Look, the iconic bicycle and bike accessories business".

Xavier Govare, Chairman of the Activa Capital Industrial Committee, added "Anthony's impressive international track record will be a great addition to our Board and very interesting to many of the companies in the portfolio".

Anthony Pralle added "this a logical step for me after a long career in strategic consultancy including many private equity assignments. There is real movement in the French economy and Activa Capital's portfolio contains some exciting and fast-growing global businesses where my experience can be very relevant. I have known the Activa Capital partners for many years and look forward to contributing to adding value to the portfolio".



About Activa Capital

Activa Capital is a leading French mid-market private equity firm. Activa Capital manages over €500m of private equity funds on behalf of a wide range of institutional investors. Activa Capital partners with ambitious mid-sized French companies, valued at €20m to €200m, seeking to accelerate their growth and their international footprint. Learn more about Activa Capital at [activacapital.com](https://www.activacapital.com) or on Twitter [@activacapital](https://twitter.com/activacapital)

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